

**BROKEN ARROW CONVENTION AND VISITORS' BUREAU
MEETING MINUTES
Monday, July 9, 2007**

The Broken Arrow Convention and Visitors' Bureau met in regular session in the City Hall Conference Room, on Monday, June 4, 2007, at 2:00 pm.

1. Call to Order

Vice Chairman Jeff Hartman called the meeting to order at 2:01 pm.

2. Roll call

Convention and Visitors' Bureau Board

Present:	Jeff Hartman, LaTonya Cundiff and Russell Parker
Absent:	Patsy Terry and Jo Ellen Clow

City Staff

Present:	Lori Hill and Anne Mize
Absent:	

Guests

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3. General CVB Business

a. Approval of June 4, 2007 CVB meeting minutes

Motion:	Move to approve minutes
Motion by:	LaTonya Cundiff
Second:	Russell Parker
Ayes:	LaTonya Cundiff, Jeff Hartman and Russell Parker
Nays:	None

b. Consideration, discussion and possible approval of graphics for CVB booth

Ms. Hill presented information on the graphics for the CVB booth. She recommended to the CVB that approval of booth graphics be postponed until the new city logo is unveiled.

Motion:	Move to approve booth graphics once new city logo is unveiled
Motion by:	Russell Parker
Second:	Jeff Hartman
Ayes:	LaTonya Cundiff, Jeff Hartman and Russell Parker
Nays:	None

c. Consideration, discussion and possible approval of preliminary layout of 2008 Broken Arrow Visitor Guide

Ms. Hill presented the 2007 Visitor Guide to the CVB with changes and comments to be addressed when producing the 2008 Guide. The CVB requested that Ms. Hill obtain pricing of the 2008 Guide with 30,000 copies to see if advertisers should be chosen to off set printing costs. Ms. Hill will report back to the CVB at the August meeting.

Motion:	Move to table discussion of 2008 Visitor Guide until August CVB meeting
Motion by:	LaTonya Cundiff
Second:	Russell Parker
Ayes:	LaTonya Cundiff, Jeff Hartman and Russell Parker
Nays:	

d. Consideration, discussion and possible approval of 2007 advertising opportunities

At the June 4, 2007 monthly meeting, the CVB requested that Lori Hill comprise a list of remaining advertising opportunities for 2007.

Motion:	Move to approve ¼ page ad in Oklahoma Living for \$625.00, ½ page ad in Oklahoman at \$350.00 each 2 spaces for a total of \$700.00), ¼ page ad in Tulsa Kids for \$650.00, ¼ page ad in Urban Tulsa Weekly's Fall Guide to Tulsa for \$550.00 and Woodland Hills Mall table tent cards for \$375.00 for the months of September & October.
Motion by:	Russell Parker
Second:	LaTonya Cundiff
Ayes:	LaTonya Cundiff, Jeff Hartman and Russell Parker
Nays:	

e. Consideration, discussion and possible approval of preliminary layout of CVB visitor map

Ms. Hill presented a preliminary layout of the CVB visitor map. Mr. Parker suggested we have a map insert of Bass Pro and Main Street along with the annual calendar.

Motion:	Motion to approve preliminary layout of visitor map and include insert map of Bass Pro and Main Street areas along with annual events calendar
Motion by:	LaTonya Cundiff
Second:	Russell Parker
Ayes:	LaTonya Cundiff, Jeff Hartman and Russell Parker
Nays:	

f. Consideration, discussion and possible approval of current board openings and board terms

Ms. Hill discussed the CVB terms and upcoming term expirations for Jeff Hartman and Jo Ellen Clow. Mr. Hartman would like to continue with the CVB and asked that his term be renewed. Mr. Hartman also said we should pursue Brad Rockholt with Bone Fish Grill and Shirley Garman with Blue Bell to fill the other two seats on the CVB if they are still interested.

Motion:	Motion to renew Jeff Hartman's term on the CVB
Motion by:	Russell Parker
Second:	LaTonya Cundiff
Ayes:	LaTonya Cundiff, Jeff Hartman and Russell Parker
Nays:	

4. Tourism Director's Report including updates on the following:

- a. Updated FYTD Budget**
- b. Updated Hotel/Motel Tax Receipt**

5. Remarks and inquiries from CVB members

None.

6. Adjournment

Motion:	Move to adjourn
Motion by:	Russell Parker
Second:	Jeff Hartman
Ayes:	LaTonya Cundiff, Jeff Hartman and Russell Parker
Nays:	

The meeting adjourned at the noted time of 3:02 p.m.

Signed: _____ **Date:** _____